ORDER

Orders Order / Rev: 69358 9856146 /Brad Alt Order #: Product Desc: Obama for America WHP-TV CBS21 Estimate: Flight Dates: 11/01/12 - 11/06/12 Primary AE: Millennium Washington DC Original Date / Rev: 10/31/12 / 11/08/12 Sales Office: **MNAT** Order Type: **GENERAL** Sales Region: National Name: **Greer Margolis Mitchell** Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1010 Wisconsic Ave Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Advertiser Obama/D/President Name: A35+ Demographic: New Business Thru: **Product Codes:** Presidential Elections Order Separation: 00:15:00 Priority: P-2 Advertiser External ID: Revenue Codes: AGY, POL-CAND, GEN Agency External ID: Bill Plan **Totals** Rating Start Date **End Date** # Spots Gross Amount Net Amount Month # Spots Gross Amount Net Amount November 2012 \$44,050.00 \$37,442.50 0.00 92

Account Executives

11/06/12

10/29/12

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

\$37,442.50

Totals

92

\$44,050.00

\$37,442.50

0.00

\$44,050.00

Order Share	Share	Total
WHP-TV CBS21	30%	\$44,050.00
Market	100%	\$146,833.33

92

Competitive Share	Share	Total
EHP	1%	\$1,468.33
UNKWN	64%	\$93,973.33
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	5%	\$7,341.67
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	WHP	11/01/12	11/05/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)		:30	2	\$60.00 P-2	0.00 NM	2	\$120.00
E 2	WHP	11/01/12	11/05/12	M-F 5a-6a News CBS 21 News at 5a	СМ	5:00 AM-5:30 AM (5:00 AM-5:30 AM)		:30	2	\$60.00 P-2	0.00 NM	2	\$120.00
E 3	WHP	11/01/12	11/05/12	M-F 6a-7a News CBS 21 News at 6a	СМ	6:00 AM-6:30 AM (6:00 AM-6:30 AM)		:30	2	\$120.00 P-2	0.00 NM	2	\$240.00
E 4	WHP	11/01/12	11/05/12	M-F 6a-7a News CBS 21 News at 6a	СМ	6:30 AM-7:00 AM (6:30 AM-7:00 AM)		:30	2	\$120.00 P-2	0.00 NM	2	\$240.00
E 5	WHP	11/01/12	11/05/12	CBS This Morning CBS This Morning	СМ	7a-9a	M TF	:30	4	\$75.00 P-2	0.00 NM	4	\$300.00
E 6	WHP	11/01/12	11/05/12		CM	9a-11a	S-	:30	1	\$125.00 P-2	0.00 NM	1	\$125.00

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WHP-TV CBS21

Order / Rev: 69358

Advertiser: Obama/D/President

Alt Order #: 9856146 /Brad

Product Desc: Obama for America

Obalita for Afficia

Flight Dates: 11/01/12 - 11/06/12 Estimate:

Ln Ch	Start	End	Inventory Code CBS This Morning Satu		Start/End Time	Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
			Saturday Early Show							_	_	
E 7 WHP	11/01/12	11/05/12	M-F 1230p-2p Soap Rotator	СМ	1230p-2p	M TF	:30	4	\$220.00 P-2	0.00 NM	4	\$880.00
E 8 WHP	11/01/12	11/05/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	M TF	:30	4	\$200.00 P-2	0.00 NM	4	\$800.00
1 WHI	h <u>Date Ran</u> P 11/01/12-		Description M-F 2p-3p	Star 2p-3	t/End Time Bp	-	<u>Weekdays</u> M ThF	Len		Rtg Type 0.00 <i>NM</i>		
[N	ee MG 8.5 lo Avail]	44/0E/40 C	20 Cu 14n 1120n Nove	110	4420p		C ₀ C		20	0 00 NIM		
⊕ M	G for 8.1 11 IG within Fl	1/05	Sa-Su 11p-1130p News	тъ-	-1130p	-	SaS	u .	30 \$200.00	0.00 NM		
E 9 WHP	11/01/12	11/05/12	M-F 3p-4p M-F 3p-4p	CM	3р-4р	M TF	:30	4	\$195.00 P-2	0.00 NM	4	\$780.00
E10 WHP	11/01/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	M TF	:30	4	\$275.00 P-2	0.00 NM	4	\$1,100.00
E11 WHP	11/01/12	11/05/12	M-F 5p-530p News CBS 21 News at 5p	СМ	5p-530p	M TF	:30	4	\$175.00 P-2	0.00 NM	4	\$700.00
E12 WHP	11/01/12	11/05/12	M-F 530p-6p News CBS 21 News at 530p	СМ	530p-6p	M TF	:30	2	\$175.00 P-2	0.00 NM	2	\$350.00
E13 WHP	11/01/12	11/05/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	M TF	:30	4	\$200.00 P-2	0.00 NM	4	\$800.00
E14 WHP	11/01/12	11/05/12	CBS Evening News CBS Evening News	СМ	630p-7p	M F	:30	1 9	\$1,000.00 P-2	0.00 NM	0	\$0.00
	h Date Ran P 11/01/12-		Description CBS Evening News	Star 630	t/End Time o-7p	-	<u>Weekdays</u> MF	Len	gth Rate :30 (\$1,000.00)	Rtg Type 0.00 NM		
	ee MG 31.2 reempted b		,31.5,31.6,31.7,31.8,31.9)								
E15 WHP	11/01/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M TF	:30	4	\$700.00 P-2	0.00 NM	2	\$1,400.00
1 WHI	h Date Ran P 11/01/12- redited		Description Л-F 7р-730р	<u>Star</u> 7p-7	t/End Time '30p	_	Neekdays MThF	<u>Len</u>		Rtg Type 0.00 NM		
-	redited Spo P 11/01/12-	-	<i>Л-F 7р-730</i> р	7p-7	'30p	I	И ThF	- :	:30 (\$700.00)	0.00 <i>NM</i>		
[C	redited Fredited Spo											
E16 WHP			M-F 730p-8p M-F 730p-8p	СМ	730p-8p	M TF	:30		\$800.00 P-2		2	\$1,600.00
1 WHI	h Date Ran P 11/01/12- redited Fredited Spo	-11/05/12 N	Description M-F 730p-8p		<u>t/End Time</u> o-8p	-	<u>Weekdays</u> M ThF	Len	<u>gtn Rate</u> :30 (\$800.00)	Rtg Type 0.00 NM		
4 WHI		-11/05/12 N	Л-F 730p-8p	730	o-8p	1	M ThF	- :	:30 (\$800.00)	0.00 <i>NM</i>		
E17 WHP			M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	M TF	:30	4	\$325.00 P-2	0.00 NM	4	\$1,300.00
E18 WHP	11/01/12	11/05/12	Letterman Letterman	CM	1135p-1235a	M TF	:30	4	\$140.00 P-2	0.00 NM	4	\$560.00
E19 WHP	11/01/12	11/05/12	Late Late Show Late Late Show/Fergus	CM son	1235a-135a	M TF	:30	2	\$35.00 P-2	0.00 NM	2	\$70.00
E20 WHP	11/01/12	11/05/12	Mon Reg 2 Mon 9p-10p	CM	9p-10p	M	:30	1 :	\$2,750.00 P-2	0.00 NM	1	\$2,750.00
E21 WHP	11/01/12	11/05/12	Thu Reg 1 Thu 8p-9p	СМ	8p-9p	T	:30	1 5	\$3,000.00 P-2	0.00 NM	1	\$3,000.00
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Order / Rev: 69358

Advertiser:

Estimate:

Obama/D/President

Alt Order #: Flight Dates:

11/01/12 - 11/06/12

SEC Football Night Game

9856146 /Brad

Product Desc: Obama for America

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 22	WHP	11/01/12	11/05/12	Sat Reg 1	CM	8p-9p	S-	:30	1	\$575.00 P-2	0.00 NM	0	\$0.00

LII OII	Start Life	inventory code	Dica	Clarit Life Time	Days	Len Opo	ıs	Nate in	itig Type	Opolo	Amount
E 22 WHP	11/01/12 11/05/12	Sat Reg 1 Sat 8p-9p	СМ	8p-9p	S-	:30	1	\$575.00 P-2	0.00 NM	0	\$0.00
	Date Range <u>11/01/12-11/05/12</u> S	Description Oct Post 1	<u>Sta</u> 8p-	art/End Time	W	eekdays Sa	Len		Rtg Type 0.00 NM		
Se		,31.5,31.6,31.7,31.8,31	•	эþ		sa		:30 (\$575.00)	0.00 14141		
E23 WHP	11/01/12 11/05/12	Sat Reg 2 Sat 9p-10p	СМ	9p-10p	S-	:30	1	\$575.00 P-2	0.00 NM	0	\$0.00
	Date Range 11/01/12-11/05/12	Description Sat Reg 2		art/End Time 10p	<u>W</u>	<u>eekdays</u> Sa	Len	gth Rate :30 (\$575.00)	Rtg Type 0.00 NM		
	e <i>MG 31.2,31.3,31.4,</i> ogram Change]	,31.5,31.6,31.7,31.8,31	.9								
E24 WHP	11/01/12 11/05/12	Sun Reg 4 Sun 10p-11p	СМ	10p-11p	S	:30	1	\$2,000.00 P-2	0.00 NM	1	\$2,000.00
E 25 WHP	11/01/12 11/05/12	SEC Day Game SEC Football Day Ga	CM ime	Various	S-	:30	1	\$350.00 P-2	0.00 NM	1	\$350.00
E 26 WHP	11/01/12 11/05/12	SEC Prime Game	СМ	Various	S-	:30	1	\$895.00 P-2	0.00 NM	13	\$2,895.00

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Order / Rev: 69358 Advertiser:

Obama/D/President

Alt Order #: Flight Dates:

11/01/12 - 11/06/12

9856146 /Brad

Product Desc: Obama for America

WHP-TV CBS21

Estimate:

Ln Ch Start End	Inventory Code	Break	Start/End Time	Days	Len Spo	ots F	Rate Pri	Rtg Type	Spots	Amount
E 26 WHP 11/01/12 11/05/	12 SEC Prime Game SEC Football Night G	CM ame	Various	S-	:30	1 \$8	895.00 P-2	0.00 NM	13	\$2,895.00
Spot Ch Date Range	Description	Star	t/End Time		Weekdays	Length		Rtg Type		
1 WHP 11/01/12-11/05/1. See MG 26.2,26.3,26	2 SEC Prime Game 3.4,26.5,26.6,26.7,26.8,26	Vari 9,26.10,2.			Sa	:30	(\$895.00)	0.00 <i>NM</i>		
[No Avail]					T.	00	# 405.00	0.00 NIM		
2 WHP 11/06/12-11/06/13 MG for 31.6,26.1	2 M-F 5a-6a News	5a-6	oa e		- T	:30	\$125.00	0.00 NM		
[MG within Flight]	OM F Fa Oa Nama	5 - 0	1-		T.	00	# 405.00	0.00 NIM		
3 WHP 11/06/12-11/06/1: MG for 31.6,26.1	2 M-F 5a-6a News	5a-6	a		- T	:30	\$125.00	0.00 NM		
[MG within Flight]	0 M F 0 - 7 - N	0- 7	·-		- T	00	#005.00	0.00 NIM		
4 WHP 11/06/12-11/06/13 MG for 31.6,26.1	2 M-F 6a-7a News	6a-7	a		- 1	:30	\$225.00	0.00 NM		
[MG within Flight]	2 M F Co 70 Nove	0- 7	·_		- T	.20	#225.00	0.00 NIM		
5 WHP 11/06/12-11/06/13 MG for 31.6,26.1	2 M-F 6a-7a News	6a-7	a		- 1	:30	\$225.00	0.00 NM		
[MG within Flight]	CDC This Marsing	70.0	lo.		- T	.20	¢125.00	0.00 NIM		
6 WHP 11/06/12-11/06/13 MG for 31.6,26.1	2 CBS This Morning	7a-9	la .		- 1	:30	\$135.00	0.00 NM		
[MG within Flight] 7 WHP 11/06/12-11/06/12	2 CBS This Marning	7a-9	10		- T	:30	¢125.00	0.00 NM		
MG for 31.6,26.1	Z CB3 This Morning	7 a-8	d		- 1	.30	\$135.00	U.UU INIVI		
[MG within Flight] 8 WHP 11/06/12-11/06/12	2 M E 2n 2n	2p-3	ın.		- T	:30	\$22E.00	0.00 NM		
⊕ MG for 31.6,26.1	z IVI-I - 2p-3p	2p-3	,p		- 1	.30	φ323.00	U.UU INIVI		
[MG within Flight] 9 WHP 11/06/12-11/06/12	2 M-F 3n-4n	3p-4	'n		- T	:30	\$275.00	0.00 NM		
MG for 31.6,26.1	2 IVI-1 - 3p-4p	υp-4	.P		- 1	.50	Ψ213.00	0.00 14101		
[MG within Flight] 10 WHP 11/06/12-11/06/12	2 M-F 3n-4n	3p-4	n		- T	:30	\$275.00	0.00 NM		
MG for 31.6,26.1	zwi op 4p	ор ч	۲		•	.00	Ψ270.00	0.00 14101		
[MG within Flight] 11 WHP 11/06/12-11/06/12	2 M-F 4n-5n	4p-5	in		- T	:30	\$450.00	0.00 NM		
MG for 31.6,26.1	- W 1 - 4p Op	¬р 0	Ψ.		•	.00	ψ-100.00	0.00 14101		
[MG within Flight] 12 WHP 11/06/12-11/06/13	2 M-F 4n-5n	4p-5	in		- T	:30	\$450.00	0.00 NM		
⊕ MG for 31.6,26.1	- W 1 - 4p Op	¬р 0	Ψ.		•	.00	ψ-100.00	0.00 14101		
[MG within Flight] 13 WHP 11/06/12-11/06/12	2 CBS This Morning	7a-9	la		- T	:30	\$75.00	0.00 NM		
MG for 31.6,26.1	2 OBO TIMO MOTIMING	74 0	.		•	.00	ψ10.00	0.00 14101		
[MG within Flight] 14 WHP 11/06/12-11/06/12	2 CBS This Morning	7a-9	la		- T	:30	\$75.00	0.00 NM		
MG for 31.6,26.1	_ 0_0		<u>~</u>		-	.00	ψ. σ.σσ	0.00		
[MG within Flight] E 27 WHP 11/01/12 11/05/	12 NFL RS Game Steele	re CM	4:00 PM-7:00 PM		S :30	1 \$3 (000.00 P-2	0.00 NM	1	\$3,000.00
L27 WIII 11/01/12 11/03/	NFL RS Game Steele		(4:00 PM-7:00 PM)		.50	ι ψυ,α	00.001 -2	O.OO INIVI	<u>'</u>	ψ5,000.00
N28 WHP 11/01/12 11/05/	12 CBS Sun Morning CBS Sun Morning	СМ	9a-1030a	§	S :30	1 \$2	275.00 P-2	0.00 NM	1	\$275.00
N29 WHP 11/01/12 11/05/	12 M-F 10a-11a M-F 10a-11a	СМ	10a-11a	M TF	:30	2 \$2	200.00 P-2	0.00 NM	1	\$200.00
Spot Ch Date Range 2 WHP 11/01/12-11/05/1.	Description	<u>Star</u> 10a-	t/End Time		<u>Weekdays</u> M ThF	Length		Rtg Type		
Credited	∠ IVI-୮ IUd-I Id	10a-	·IIa		INI I III	.30	(Φ200.00)	0.00 <i>NM</i>		
[Credited Spot] N30 WHP 11/01/12 11/05/	12 M-F 11a-12p	CM	11a-12p	M TF	:30	2 \$3	325.00 P-2	0.00 NM	2	\$650.00
	M-F 11a-12p		·							
N31 WHP 11/01/12 11/05/	12 Sa-Su 6p-630p News CBS 21 News at 6p	RoCM	6p-630p	S	S :30	1 \$1	40.00 P-2	0.00 NM	7	\$4,540.00

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\$1,800.00

\$3,000.00

Order / Rev: 69358

Obama/D/President

Advertiser:

Alt Order #: 9856146 /Brad

N40 WHP

N41 WHP

11/01/12 11/05/12 Sun Reg 1

11/01/12 11/05/12 Sun Reg 2

Sun 7p-8p

Sun 8p-9p

СМ

СМ

7p-8p

8p-9p

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:30

:30

1 \$1,800.00 P-2

1 \$3,000.00 P-2

0.00 NM

0.00 NM

Product Desc:

11/01/12 - 11/06/12 Flight Dates: Estimate: Obama for America WHP-TV CBS21

- 1.1g.11 2 at 65.	_	_						
La Chart Fad Javantan Oada	D1-	Ot = #1/5 := 1 Time =	D	l O t-	D-4- D-1	Dt T	0	A
Ln Ch Start End Inventory Code N31 WHP 11/01/12 11/05/12 Sa-Su 6p-630p News		Start/End Time 6p-630p	Days SS	Len Spots		0.00 NM	Spots 7	Amount \$4,540.00
CBS 21 News at 6p	i (apivi	op 000p	55	.00	γι+0.001 2	0.00 14101		ψ+,0+0.00
Spot Ch Date Range Description		t/End Time				Rtg Type		
1 WHP 11/01/12-11/05/12 Sa-Su 6p-630p News Ro See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.		30p		SaSu	:30 (\$140.00)	0.00 NM		
[Program Change]								
2 WHP 11/01/12-11/05/12 SEC Prime Game	Vari	ous		Sa	:30 \$895.00	0.00 NM		
MG for 44.1,37.1,14.1,23.1,22.1,31.1 [MG within Flight]								
3 WHP 11/01/12-11/05/12 SEC Prime Game	Vari	ous		Sa	:30 \$895.00	0.00 NM		
MG for 44.1,37.1,14.1,23.1,22.1,31.1 [MG within Flight]								
4 WHP 11/01/12-11/05/12 SEC Day Game	Vari	ous	= =	Sa	:30 \$350.00	0.00 NM		
MG for 44.1,37.1,14.1,23.1,22.1,31.1								
[MG within Flight] 5 WHP 11/01/12-11/05/12 SEC Day Game	Vari	oue		Sa	:30 \$350.00	0.00 NM		
MG for 44.1,37.1,14.1,23.1,22.1,31.1	van	ous		5α	.50 \$550.00	0.00 14141		
[MG within Flight]								
6 WHP 11/01/12-11/05/12 NFL RS Game Early (h) See MG 26.2,26.3,26.4,26.5,26.6,26.7,26.8,26.	1p-4	•		Su	:30 (\$2,000.00)	0.00 NM		
[Due to Political] Due to Political	9,20.10,2	0.11,20.12,20.13,2	0.14					
7 WHP 11/01/12-11/05/12 NFL RS Game Early	1p-4	·p		Su	:30 \$2,000.00	0.00 NM		
MG for 44.1,37.1,14.1,23.1,22.1,31.1 [MG within Flight]								
8 WHP 11/01/12-11/05/12 Late Late Show	1235	5a-135a	M-	ThF	:30 \$35.00	0.00 NM		
MG for 44.1,37.1,14.1,23.1,22.1,31.1 [MG within Flight]								
9 WHP 11/01/12-11/05/12 ON M-F	2:30	AM-5:00 AM2:30 A	AM-5:00 AM-	ThF	:30 \$15.00	0.00 NM		
MG for 44.1,37.1,14.1,23.1,22.1,31.1 [MG within Flight]								
N32 WHP 11/01/12 11/05/12 Sa 1130p-1230a	СМ	1130p-1230a	S-	:30 1	1 \$60.00 P-2	0.00 NM	1	\$60.00
Sa 1130p-1230a								
N33 WHP 11/01/12 11/05/12 Su 1130p-1230a Su 1130p-1230a	СМ	1130p-1230a	S	:30 1	1 \$60.00 P-2	0.00 NM	1	\$60.00
N34 WHP 11/01/12 11/05/12 Sa 1230a-130a Sa 1230a-130a	СМ	1230a-130a	S-	:30 1	1 \$35.00 P-2	0.00 NM	0	\$0.00
Spot Ch Date Range Description	Star	t/End Time	_			Rtg Type		
1 WHP 11/01/12-11/05/12 Sa 1230a-130a Credited	1230	0a-130a		Sa	:30 (\$35.00)	0.00 <i>NM</i>		
[Credited Spot]								
N35 WHP 11/01/12 11/05/12 Su 1230a-130a	CM	1230a-130a	S	:30 1	1 \$35.00 P-2	0.00 NM	1	\$35.00
Su 1230a-130a								
N36 WHP 11/01/12 11/05/12 Mon Reg 1 Mon 8p-9p	СМ	8p-9p	M	:30 1	1 \$2,250.00 P-2	0.00 NM	1	\$2,250.00
N37 WHP 11/01/12 11/05/12 Mon Reg 3 Mon 10p-11p	СМ	10p-11p	M	:30 1	1 \$2,250.00 P-2	0.00 NM	0	\$0.00
Spot Ch Date Range Description	Star	t/End Time	W	eekdays L	ength Rate	Rtg Type		
1 WHP 11/01/12-11/05/12 Mon Reg 3		-11p	M-		:30 (\$2,250.00)	0.00 NM		
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31. [Preempted by NSM]	9							
N38 WHP 11/01/12 11/05/12 Fri Reg 1 Fri 8p-9p	СМ	8p-9p	F	:30 1	1 \$1,350.00 P-2	0.00 NM	1	\$1,350.00
N39 WHP 11/01/12 11/05/12 Fri Reg 3	CM	10p-11p	F	:30 1	1 \$1,800.00 P-2	0.00 NM	1	\$1,800.00
Fri 10p-11p					•			

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Order / Rev: 69358
Alt Order #: 9856146 /Brad

11/01/12 - 11/06/12

Flight Dates:

Advertiser: Obama/D/President

Product Desc: Obama for America

Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
N42	WHP	11/01/12	11/05/12	NFL RS Pre Game NFL RS Pre Game	CM	12p-1p	S	:30	1	\$550.00 P-2	0.00 NM	1	\$550.00
N43	WHP	11/01/12	11/05/12	NFL RS Game Early NFL RS Game Early	СМ	1p-4p	S	:30	1	\$2,000.00 P-2	0.00 NM	1	\$2,000.00
N44	WHP	11/01/12	11/05/12	NFL RS Game Late NFL RS Game Late	СМ	4р-7р	SS	:30	1	\$2,000.00 P-2	0.00 NM	0	\$0.00
<u>Spo</u> 1	WHP See		11/05/12 N 31.3,31.4,	escription IFL RS Game Late 31.5,31.6,31.7,31.8,31.9	4p-7	/End Time p	<u>W</u> 	eekdays Sa	_	ngth <u>Rate</u> :30 (\$2,000.00)	Rtg Type 0.00 NM		

Totals 92 \$44,050.00